IN THE CLAIMS:

Kindly replace the claims of record with the following full set of claims:

1. (previously presented) A method for recommending an item to a user, comprising the steps of:

observing one or more environmental characteristics;

learning preferences of said user for each item to be recommended while exposed to and under said one or more observed environmental characteristics; and

generating a recommendation score for said item based on features of said item and said learned preferences of said user under said one or more observed environmental characteristics, wherein said one or more observed environmental characteristics includes at least one of a weather condition, a characteristic of motion of said user, a location, and one or more characteristics of said location and each of the one or more observed environmental characteristics is associated with a weight assigned by the user.

2. (original) The method of claim 1, wherein said item is a radio station.

3. (original) The method of claim 1, wherein said item is content.

4. (original) The method of claim 1, wherein said item is a product.

5-8. (cancelled).

9. (currently amended) The method of claim 1, wherein said ~~observed~~ learned preferences of said user under said one or more environmental ~~conditions~~ characteristics are recorded in a profile.

10. (currently amended) The method of claim 9, wherein said ~~observed~~ learned preferences of said user under said one or more environmental ~~conditions~~ characteristics are recorded in a profile as a set of rules by a decision tree recommender.

11. (previously presented) A method for recommending an item to a user, comprising the steps of:

observing one or more environmental characteristics for obtaining information characterizing said one or more environmental characteristics for a given time;

learning preferences of said user for each item to be recommended while said user is exposed to and affected by said one or more observed environmental characteristics; and

generating a recommendation score for said item based on features of said item, and said learned preferences of said user under said one or more observed environmental characteristics for a given time, wherein said one or more observed environmental characteristics includes at least one of a weather condition and a characteristic of motion of said user and each of the one or more observed environmental characteristics is associated with a weight assigned by the user.

12. (original) The method of claim 11, wherein said item is a radio station.

13. (original) The method of claim 11, wherein said item is content.

14. (original) The method of claim 11, wherein said item is a product.

15. (previously presented) The method of claim 11, wherein said one or more observed environmental characteristics is a user location at said given time.

16. (previously presented) The method of claim 11, wherein said one or more observed environmental characteristics is one or more characteristics of a location.

17-18. (cancelled).

19. (currently amended) The method of claim 11, wherein said ~~observed~~ learned preferences of said user under said one or more environmental ~~conditions~~ characteristics are recorded in a profile.

20. (currently amended) The method of claim 19, wherein said ~~observed~~learned preferences of said user under said one or more environmental ~~conditions~~ characteristics are recorded in a profile as a set of rules by a decision tree recommender.

21. (previously presented) A system for recommending an item to a user, comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

observe one or more environmental characteristics for obtaining information characterizing said one or more environmental characteristics for a given time

learn preferences of said user for each item to be recommended while exposed to and under said one or more observed environmental characteristics; and

generate a recommendation score for said item based on features of said item and said learned preferences of said user under said one or more observed environmental characteristics, wherein said one or more observed environmental characteristics includes at least one of a weather condition and a characteristic of motion of said user and each of the one or more observed environmental characteristics is associated with a weight assigned by the user.

22. (original) The system of claim 21, wherein said item is a radio station.

23. (original) The system of claim 21, wherein said item is content.

24. (original) The system of claim 21, wherein said item is a product.

25. (previously presented) The system of claim 21, wherein said one or more observed environmental characteristics is a location.

26. (previously presented) The system of claim 21, wherein said one or more observed environmental characteristics is one or more characteristics of location.

27-28. (cancelled)

29. (currently amended) The system of claim 21, wherein said ~~observed~~ learned preferences of said user under said one or more environmental ~~conditions~~ characteristics are recorded in a profile.

30. (currently amended) The system of claim 29, wherein said ~~observed~~ learned preferences of said user under said one or more environmental ~~conditions~~ characteristics are recorded in a profile as a set of rules by a decision tree recommender.

31. (previously presented) A system for recommending an item to a user, comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

observe at least one motion characteristic for obtaining information characterizing said one or more environmental characteristics for a given time;

learn preferences of said user for each item to be recommended while exposed to and under said characteristic of motion;

obtain information characterizing said characteristic of motion of said user for a given time; and

generate a recommendation score for said item based on features of said item, and said learned preferences of said user under said characteristic of motion of said user and each of the one or more observed environmental characteristics is associated with a weight assigned by the user.

32-35. (canceled)

36. (currently amended) The system of claim 31, wherein said ~~observed~~ learned preferences of said user under said one or more environmental ~~conditions~~ characteristics are recorded in a profile.

37. (currently amended) The system of claim 36, wherein said ~~observed~~ learned preferences of said user under said one or more environmental characteristics~~conditions~~ are recorded in a profile as a set of rules by a decision tree recommender.

38. (previously presented) A computer readable medium having computer readable code means embodied thereon for recommending an item to a user, said computer readable program code means comprising:

a step to learn preferences of said user for each item to be recommended while exposed to and under one or more observed environmental characteristics; and

a step to generate a recommendation score for said item based on features of said item and said learned preferences of said user under said one or more observed environmental characteristics, wherein said one or more environmental characteristics includes at least one of a weather condition and a characteristic of motion of said user and each of the one or more observed environmental characteristics is associated with a weight assigned by the user.

39. (previously presented) A computer readable medium having computer readable code means embodied thereon for recommending an item to a user, said computer readable program code means comprising:

a step to obtain information characterizing one or more observed environmental characteristics for a given time;

a step to learn preferences of said user for each item to be recommended by observing said user's personal exposure to one or more observed environmental characteristics; and

a step to generate a recommendation score for said item based on features of said item, and said learned preferences of said user under said one or more observed environmental characteristics for a given time, wherein said one or more observed environmental characteristics includes at least one of a weather condition and a

characteristic of motion of said user and each of the one or more observed environmental characteristics is associated with a weight assigned by the user.

40. (previously presented) The article of manufacture of claim 38, wherein said item includes at least one of a radio station, content and product.

41. (previously presented) The article of manufacture of claim 38, wherein said one or more observed environmental characteristics further includes at least one of a location, and one or more characteristics of said location.

42. (currently amended) The article of manufacture of claim 38, wherein said ~~observed~~ learned preferences of said user under said one or more environmental characteristics~~conditions~~ are recorded in a profile.

43. (currently amended) The article of manufacture of claim 38, wherein said ~~observed~~ learned preferences of said user under said one or more environmental characteristics~~conditions~~ are recorded in a profile as a set of rules by a decision tree recommender.

44. (previously presented) The article of manufacture of claim 39, wherein said item includes at least one of a radio station, content and product.

45. (previously presented) The article of manufacture of claim 39, wherein said one or more observed environmental characteristics further includes at least one of a location, and one or more characteristics of said location.

46. (currently amended) The article of manufacture of claim 39, wherein said ~~observed~~ learned preferences of said user under said one or more environmental ~~conditions~~ characteristics are recorded in a profile.

47. (currently amended) The article of manufacture of claim 39, wherein said ~~observed~~ learned preferences of said user under said one or more environmental characteristics~~conditions~~ are recorded in a profile as a set of rules by a decision tree recommender.